

AT THE FOUNDATION

COMMUNICATION AMONG FRIENDS
IN THE CALIFORNIA ARBORETUM FOUNDATION

JULY-AUGUST 1984

ARBORETUM WELCOMES OLYMPIC GAMES VISITORS

ADULT EDUCATION CLASSES ANNOUNCED

Wendy Sekovich, Education Specialist for the Foundation has announced a full schedule of classes to begin September 10.

Both evening and day classes will be available and will be taught by renowned experts including Ben Suzuki, Dr. Leonid Enari, Jan Zalba, Reiko Kawamura and Maggie Neighbors.

Scheduled is Beginning Bonsai, Poisonous and Medicinal Plant Identification, Perennials, Ikebana and Holiday Decorations.

Each class will have a fee schedule designed to cover costs of the class. In some cases, additional charges will be made for supplies. Foundation members receive discounts on class fees of up to 25%.

Pre-registration will begin the last week of August. Full information is, as always, available from our Foundation office, (818) 447-8207.

FOUNDATION AIDS FOREIGN VISITORS

Self guided tour sheet and map of the Arboretum will be available in a variety of languages for our many visitors expected during the Olympic games.

Foreign language sheets are expected to be available in Spanish, German, French, Korean and Japanese.

Written and edited by Las Voluntarias y Ayudantes, the job of translating has been accepted by Bruce McCallum's Education Committee who will be contacting friends, neighbors and local high school language departments for the needed translation work.

ORCHID GROWING FEATURED

Earl Ross, our Arboretum's orchid specialist, will share his knowledge of growing orchids outdoors in the San Gabriel Valley, July 1 at 2 p.m. in the Lecture Hall.

Part of the Arboretum Discovery Program, this class will dwell on the techniques, materials and conditions for dividing, potting, feeding, flowering and growing these beautiful plants.

NEW MEMBERS SOUGHT FOR ARBORETUM FOUNDATION

The California Arboretum Foundation, which serves one of Southern California's most important cultural attractions, is seeking to broaden its membership base during the 1984-85 year in support of maintenance of the grounds, horticultural programs for student interns, educational and historical programs. Memberships begin at the \$25 level for individuals, \$40 for families.

Members are entitled to free admission to the grounds, the bi-monthly *Garden* magazine which contains items of horticutlural interest and also reports on happenings at our Arboretum, this calendar of events bi-monthly "At the Foundation" newsletter, invitations to preview parties and special events, discounts of up to 25% on educational classes and 10% discounts on many gift shop items.

Memberships in Sustaining and Benefactor categories allow our friends to participate in special programs of major importance. Benefactor gifts are typically in the \$1,000 or above category.

All gifts and donations are welcome. The California Arboretum Foundation is recognized as a non-profit organization. Donations are tax deductible.

FOUNDATION HAS EXCELLENT FINANCIAL YEAR

While a full financial statement will be sent to each Foundation member, we wanted to share with you the good news reported at the June Annual Meeting held June 6 in Ayres Hall at the Arboretum.

Kirk Evans, Secretary-Treasurer, points out the following highlights:

The Volunteer Gift Shop, under the management of Norma Johanson, had an increase of \$48,000 over the previous 10 month period. Gross sales for 10 months were \$164,000. Membership income is up 31%.

Motion picture folk spent \$57,000 during the last 10 months to film at the Arboretum.

Queen Anne Frolic fund raiser netted \$13,000.

The Foundation spent its income on:

\$69,000 maintenance for the grounds.

\$55,000 on the Horticultural Student Intern Program of on the job training for 4 to 10 students per semester.

\$14,000 for construction of the south ramada of Ayres Hall.

\$18,000 toward the Australian Interpretive Center.

\$10,000 for a computer for business operation of the Foundation.

\$25,000 for a computer system to record the plant collection of the Arboretum.

We can be proud of this year's achievements!

COUNTY LISTS ATTRACTIONS

Los Angeles County has printed a beautiful brochure listing cultural attractions of the County.

Prominently featured in the center is none other than our lovely garden.

A map on the reverse side directs the visitor to the grounds via the 210 Foothill Freeway.

Visitors from all over the world recognize the beauty and importance of the Arboretum.

Have you visited us recently? If not, you will want to see the new Australian Interpretive Center, the latest in a long list of important projects the Foundation has funded.

COMING EVENTS

JULY 7, 8 - Saturday 1:30 p.m. to 4:30 p.m., Sunday 9 a.m. to 4:30 p.m.

Miniature Rose Show. The San Gabriel Valley Rose and Horticultural Society invites you to enter a miniature rose in California's oldest rose show. Entries must be in by 10 a.m. Saturday morning. Commercial displays will be featured along with 1,000 individual displays. Miniatures and rose-related items will be sold and rosarians will answer questions.

JULY 21, 22 - Saturday noon to 4:30 p.m., Sunday 9 a.m. to 4:30 p.m.

Begonia Show. Canes and shrubs are only a few of the hundreds of varieties of begonias on display at the 37th annual San Gabriel Valley American Begonia Show sponsored by the San Gabriel Valley Begonia Society. Plants will be sold at the show. There will be 200 displays by individuals as well as several commercial exhibits.

JULY 28 through AUGUST 19 - 9 a.m. to 4 p.m.

Art Exhibit. Women Artists of the American West, 35 sculptors and painters who specialize in depictions of the American West of 150 years ago, will display their artworks in Ayres Hall. These professional artists have exhibited their works in many major galleries and museums throughout the West.

SHEPHERD'S ACCOMPLISHMENTS

Jack Shepherd has finished a two year tenure as president of the Board of Trustees of the California Arboretum Foundation. His dedication to programs of the gardens has added uniquely to its progress.

Called early on a Monday morning about this article, Jack, typically, said "Oh, you just caught me going out the door."

Most board members have had to run to keep up with his vigorous leadership. He says, "First of all, I wanted to get the trustees deeply involved. As a businessman, it appeared the Foundation needed a review of its goals, policies and procedures. I hope I have established a sense of operational standards."

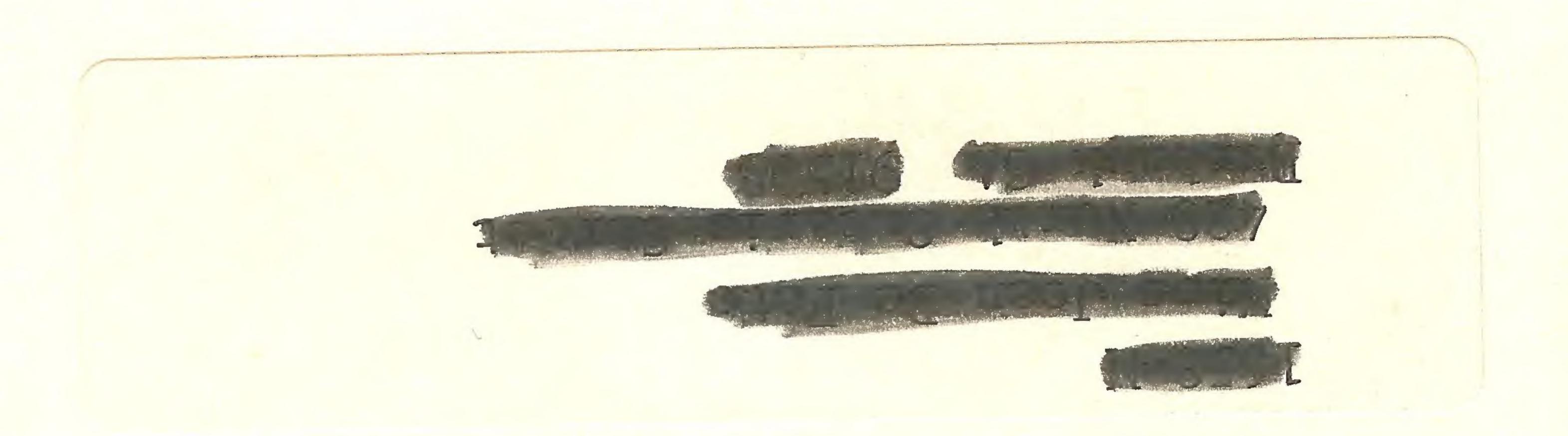
He looks forward to the day when the Foundation programs will attract wide financial support leading to self-sufficiency of the Arboretum program.

He counts among the accomplishments of his presidency the new roof for the coach barn, the new gift shop, vending machine area, Peacock Pavillion improvements, library expansion, Foundation computer, County computer, Australian Interpretive Center, concert area lighting and drive in gate, dedication of the hall as the Ayres Hall of Environmental Education along with a sound system and acoustical improvements and a ramada on the south side of the building, and installation of security systems for buildings on the grounds.

But, he remains proudest when talking about the new revitalized public instruction program and botanical curriculum which will begin this fall. It is this program he believes will broaden the base of financial support by bringing to the public's attention the advantage of having a large educationally progressive and artistically beautiful garden.

Jack says, "I feel truly honored to have been chosen to lead the Board and thank them for giving me the opportunity to serve. With the support of Nancy A. Baillie, first vice president, Tootie Grivich, second vice president, Kirk Evans as secretary-treasurer, Mary Ann Peckham our Executive Secretary, and the support of the entire board, we have accomplished a great deal."

Thank you, Jack, for offering your guidance to the California Arboretum Foundation. Your service to the Board of Trustees for the 35th and the 36th year has developed a fine basis for future growth.



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CONTINUING ATTRACTIONS

Santa Anita Depot Tours. The Depot hours have been expanded to include every Tuesday and Wednesday from 10 a.m. to 4 p.m. and the first Sunday of each month from 1 p.m. to 4 p.m. Docents escort visitors on informal tours of the rooms furnished with authentic turn-of-the-century housewares and railroad paraphenalia like those used by stationmasters during the 50 years the Depot was an important stop on the Santa Fe Railroad line.

Arboretum Walking Tours. Every Wednesday at 11 a.m. trained docents lead 90-minute walks through different areas on the Arboretum grounds. The free tours leave from the rotunda at the Arboretum entrance.